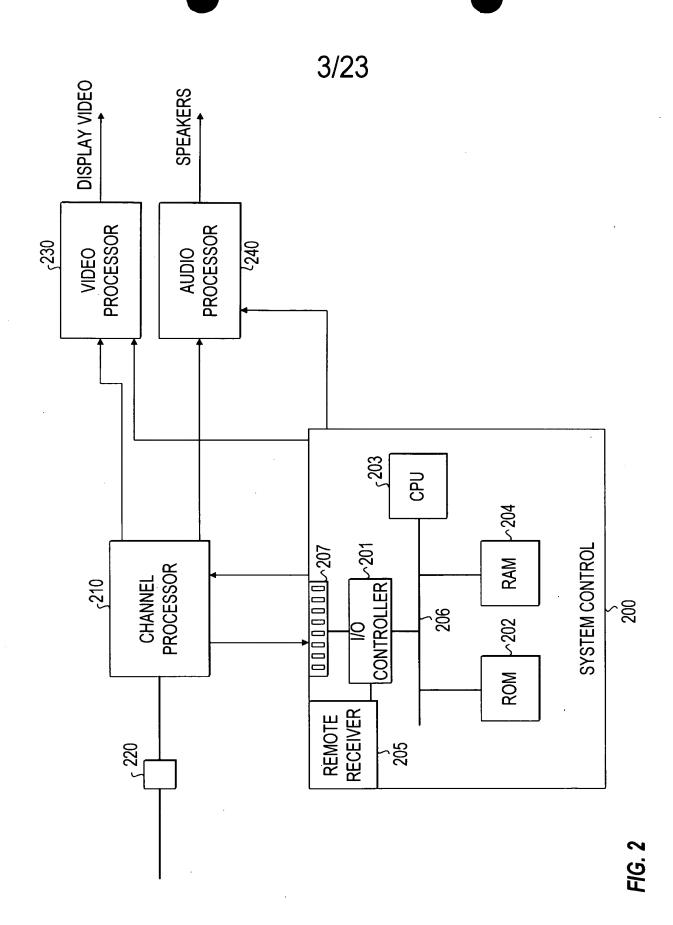


FIG. 1B



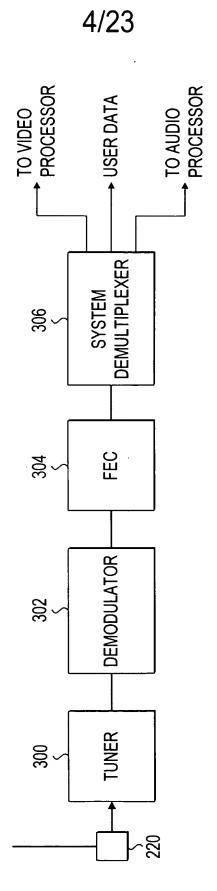


FIG. (

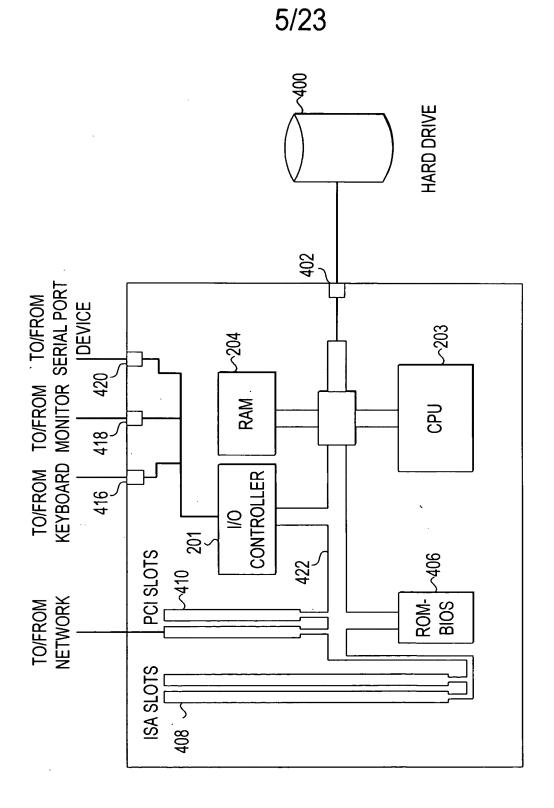


FIG. 4

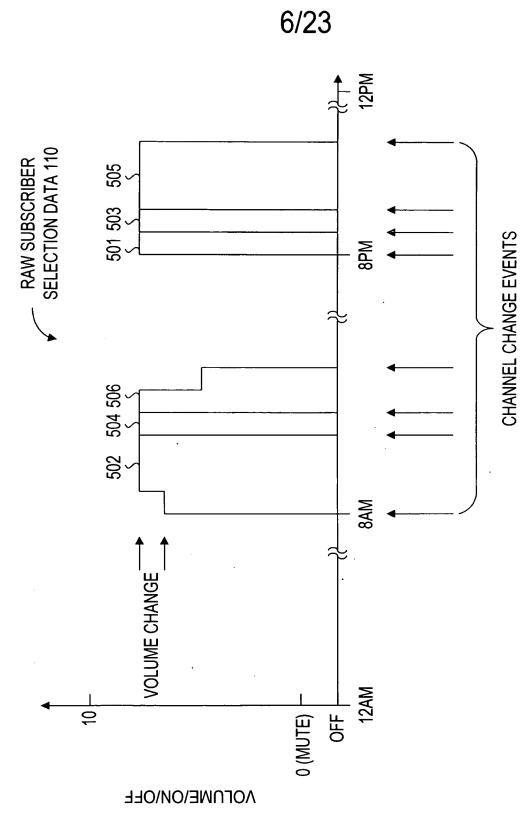
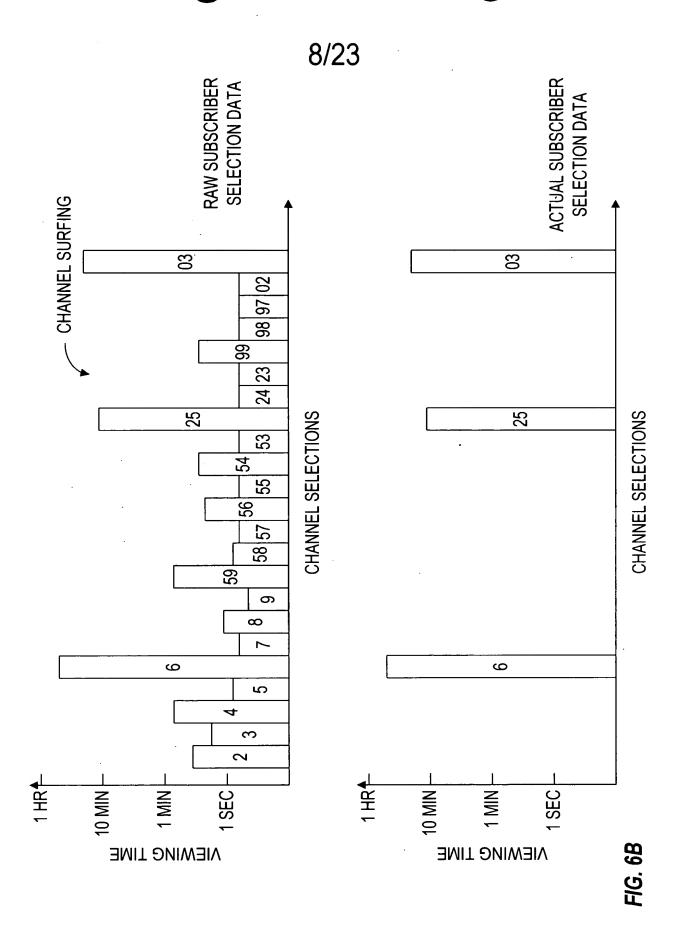
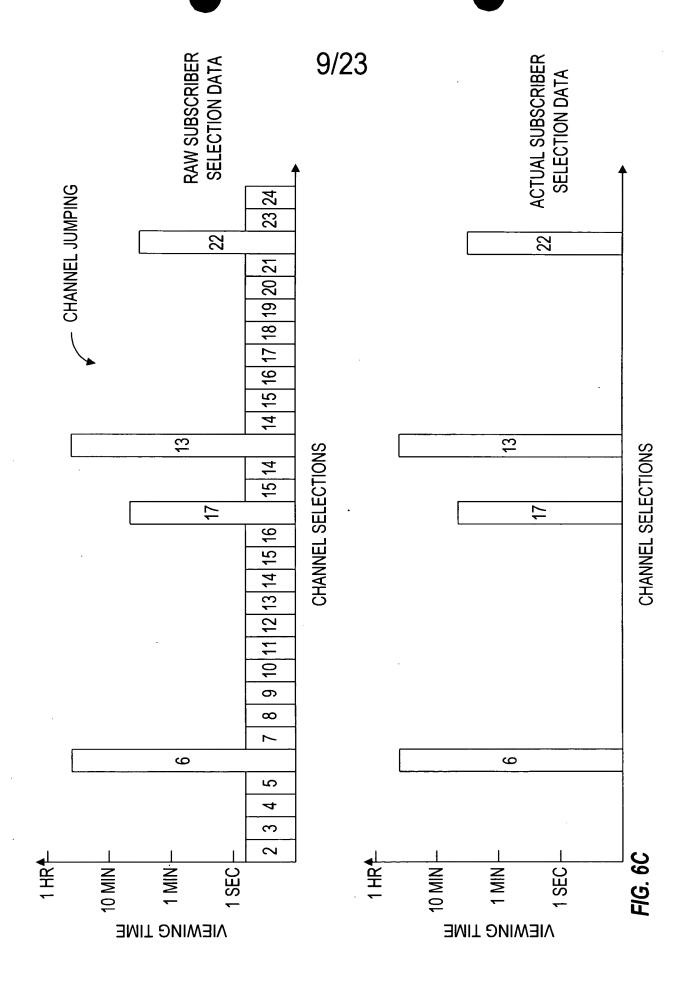


FIG. 5

1				······································							
601	VOLUME	5/10	5/10	6/10		5/10	5/10	5/10	5/10	5/10	
603	PROGRAM TITLE	"MORNING TV"	"GOOD MORNING AMERICA"	"GOOD MORNING AMERICA"		"SEINFELD"	"ADVERTISING"	"SEINFELD"	"ADVERTISING"	"LIVING SINGLE"	
604	CHANNEL ID	90	13	13		60	60	60	60	52	
602	TIME	08:01:25AM	08:01:45AM	08:03:25AM	••	06:11:25PM	06:15:23PM	06:17:25PM	06:28:10PM	06:30:07PM	

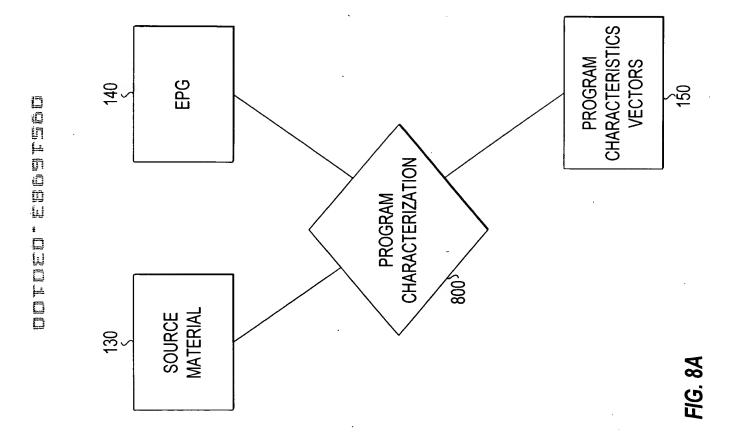
FIG. 67

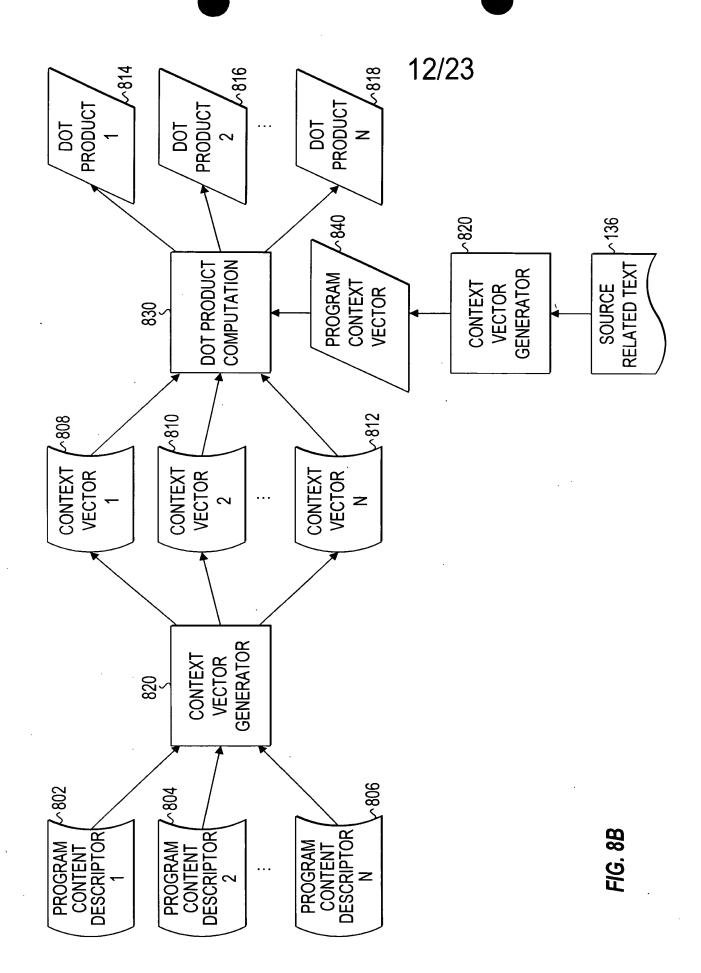




	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	<b>.</b>	200
	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
(6AM-9AM)	61	2	5/10
9AM-3PM)	0	0	•
3PM-6PM)	0	0	ı
6PM-10PM)	122	4	6/10
12AM-6AM)	0	0	,
	183	9	5.7/10
, <u>~ u u</u> u u , ,	AAM) DM) SAM)		WATCHED ( 61 0 0 0 122 0 0 183

FIG. 7





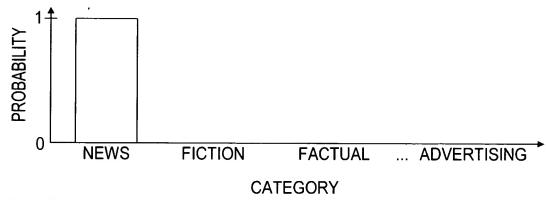


FIG. 9A

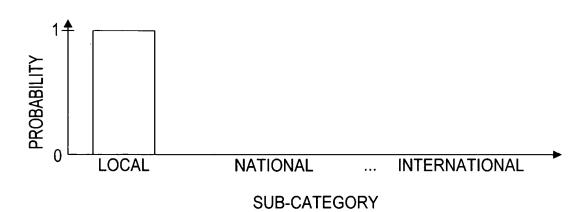


FIG. 9B

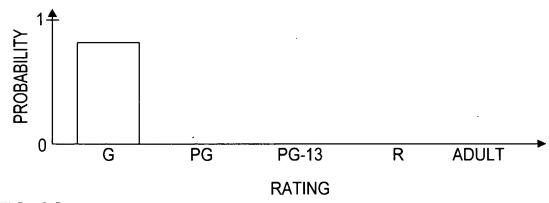


FIG. 9C

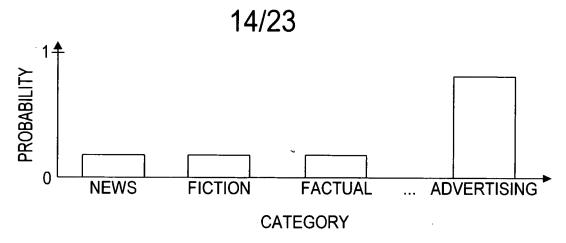


FIG. 9D

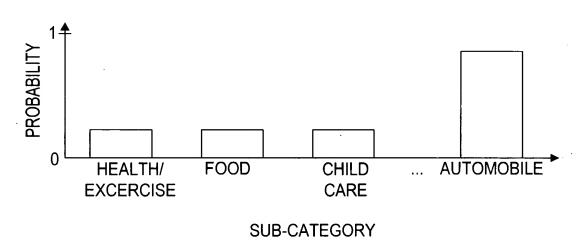


FIG. 9E

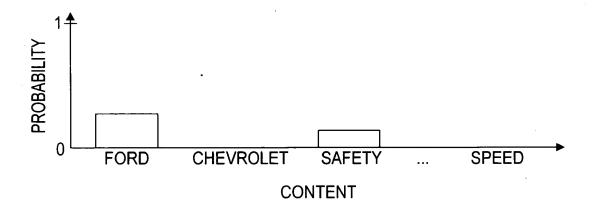
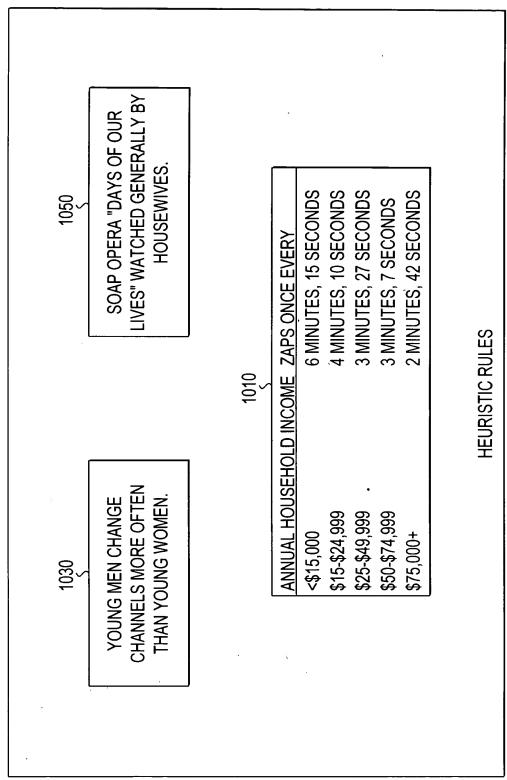


FIG. 9F



#### 16/23 0.2 0.7 9.0 0.5 ட GENDER 0.3 0.8 0.4 0.5 ≥ 0.3 ₹ 0.1 0.1 0.4 SIZE 0.2 0.3 0.2 0.1 0.3 0.5 0.2 0.2 **DEMOGRAPHIC GROUPS** 0-20K 20-50K ... 50-100K 0.2 0.3 0.4 0.1 INCOME 0.3 0.4 0.2 0.4 0.3 0.1 >70 0.4 0.2 0.3 0.5 0-10 10-18 ... AGE 0.3 0.2 0.3 0.1 0.5 0.2 0.1 FICTION NEWS **ADVERTISING FACTUAL**

CATEGORIES

FIG. 10B

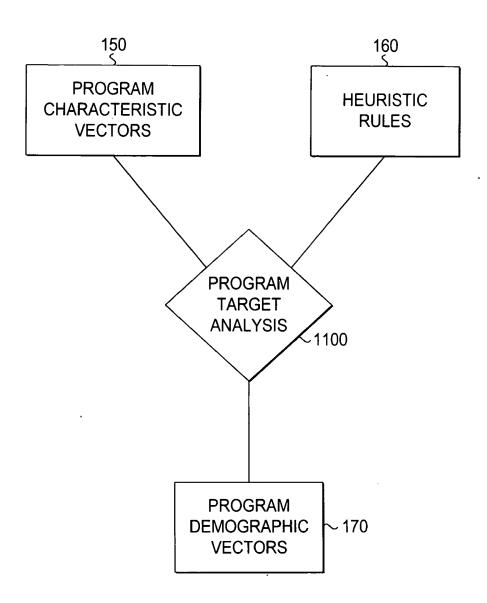


FIG. 11

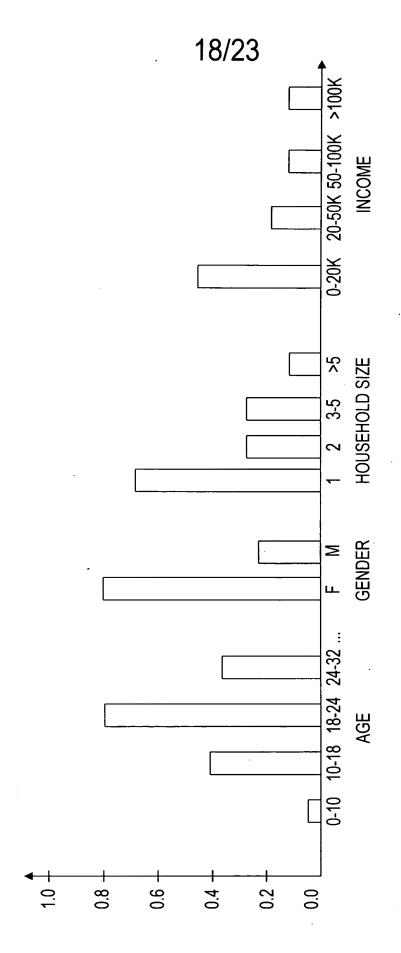


FIG. 12

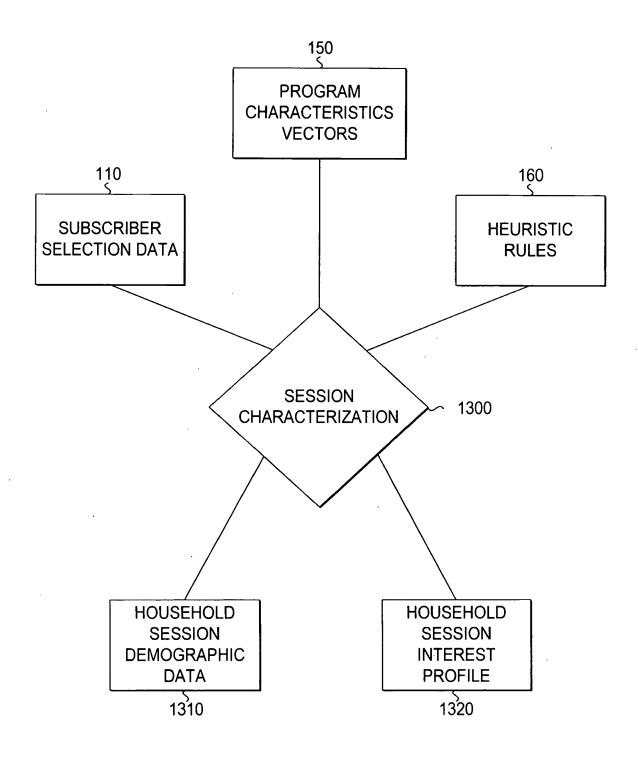


FIG. 13

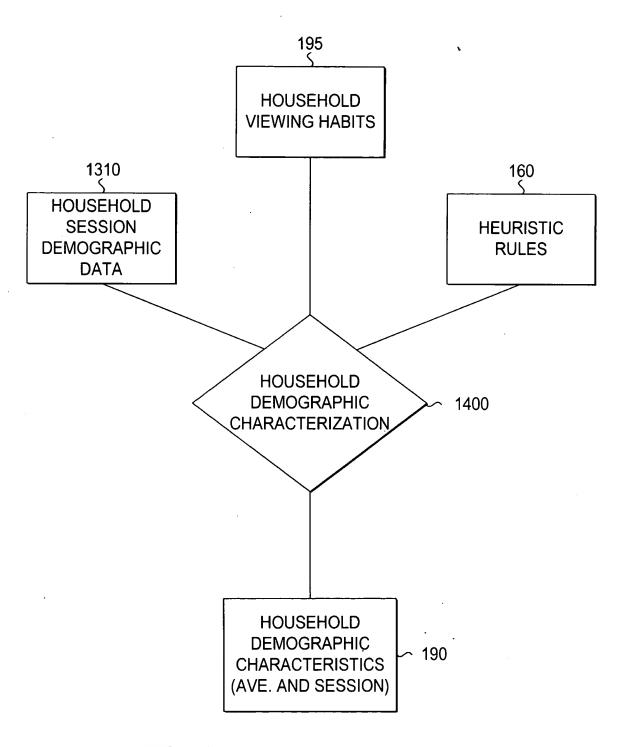


FIG. 14

1501	1505	1503	1507
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE AGE SEX (FEMALE=1) INCOME (\$0-\$20K) INCOME (\$20-\$50K) INCOME (\$50-\$100K) INCOME (>\$100K) ZIP CODE TELEPHONE NUMBER	2.6 23.5 0.6 0.1 0.6 0.2 0.1	3.0 12 0.7 0.1 0.7 0.1 0.1	YES YES YES YES YES YES YES NO NO

FIG. 15

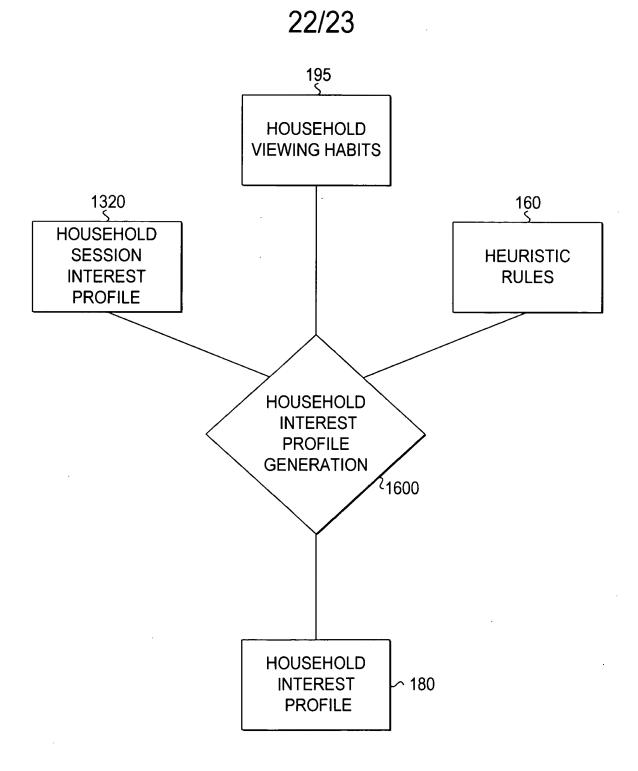


FIG. 16

		1701	1703	1705
		HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1709~	PROGRAMMING	DRAMA ROMANCE ACTION SITCOM E SPORTS	0.1 0.1 0.6 0.2	0.20 0.20 0.25 0.30 0.05
1707~	PRODUCTS	HEALTH/EXCERCISE FOOD CHILD RELATED TOYS : AUTOMOBILE	0.6 0.3 0.0 0.0	0.2 0.4 0.1 0.1

FIG. 17

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